GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Agriculture and Cooperation Department – AP Agros - Rythu Bharosa Kendralu- Standard Operating Procedure (SOP) and Guidelines to the Stakeholder Departments for supply of Agriculture inputs to the Farming Community through Rythu Bharosa Kendralu [RBKs] for the year 2020-21 - Approved - Orders – Issued.

AGRICULTURE & COOPERATION (AGRI.II) DEPARTMENT

G.O.RT.No. 386 **Dated: 21-05-2020.**

Read:

From the VC&MD A.P. State Agro Industries Development Corporation Ltd., Vijayawada, Lr. No. Agros/ ASC/ RBK/ 2019-20/ Vol-III, dt:13.05.2020.

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ORDER:

In the circumstances stated by the Vice Chairman & Managing Director A.P. State Agro Industries Development Corporation Ltd., Vijayawada, in his letter read above, Government after careful examination of the proposal, here by approve the Standard Operating Procedure (SOP) and Guidelines to the Stakeholder Departments for supply of Agriculture inputs to the Farming Community through Rythu Bharosa Kendralu (RBKs) for the year 2020-21, as annexed [Annexure-I&II] to this order.

2. The Vice Chairman & Managing Director, A.P. State Agro Industries Development Corporation Ltd., Vijayawada, shall take further necessary action accordingly, in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

POONAM MALAKONDAIAH
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To:
The Vice Chairman & Managing Director, A.P. State Agro Industries Development Corporation Ltd., Vijayawada.
Copy to:
The Commissioner & Director of Agriculture, A.P, Guntur.
The Commissioner & Director of Agriculture Marketing, A.P, Vijayawada.
The Commissioner of Horticulture, A.P, Guntur.
The Commissioner of Sericulture, A.P, Guntur.
The Director of Animal Husbandry, A.P.
The Commissioner of Fisheries, A.P.
The Commissioner of Panchayat Raj, A.P.
The Managing Director,
A.P State Co-operative Marketing Federation Ltd., Vijayawada.
The Vice Chairman & Managing Director,
A.P. State Seeds Development Corporation Limited, Vijayawada.
All the District Collectors in the State.
The Animal Husbandry, Dairy Development and Fisheries Department.
The Panchayat Raj & Rural Development.
The Department of Gram Volunteers / Ward Volunteers &
Village Secretariats / Ward Secretariats, AP Secretariat, Velagapudi.
PS to the Additional Secretary to the Hon'ble C.M.
P.S. to Hon'ble Minister [Agri].
P.S. to Special Chief Secretary to Government (Agri & Coop).
P.S. to Special Secretary to Government [Coop & Mktg].
Sf/Sc.

//FORWARDED :: BY ORDER//

SECTION OFFICER

ANNEXURE – I

(to G.O.Rt.No.386 Agri. & Coop. (Agri. II) Dept., dt.21.05.2020)

Standard Operating Procedure (SOP) for supply of Agriculture inputs to the Farming Community through Rythu Bharosa Kendralu [RBKs] for the year 2020-21

1. On the basis of demand forecast, there will be pre-positioning of the stocks of seeds/Fertilizers/ Pesticides at the Hubs, based on the demand forecast received from the farmers (Department of Agriculture). The Hubs will raise stock requests (obtained from RBKs) to AP Agros Head Office, in case of any low stock inventory as the season progresses.

2. As and when indents received AP Agros Head Office will raise the Hub Wise/destination wise the purchase orders on;
   a. M/s.AP State Cooperative Marketing Federation for Fertilisers.
   b. M/s.AP State Seeds Development Corporation Ltd., for non-subsidy seeds.
   c. On-boarded private companies for Agri-Inputs, Fish & Cattle Feed etc.

3. All the private companies can get on boarded in Rythu Bharosa Kendras model, uniformly and transparently. Private companies can place their products in the hubs subject to the following conditions:
   a. License obtained from concerned department
   b. Memorandum of Understanding (MOU) signed with AP Agros.
   c. Payment after the liquidation of the material/stock or as per agreed terms of the MOU
   d. Take back the unsold material as per the conditions set in MOU.

4. Based on the Purchase order, the suppliers / companies will supply the stocks to the respective hubs.

5. The AEO in-charge of the hub shall intimate the nodal officer of the concerned department about arrival of the stocks to the hub to take samples for quality testing.

6. The concerned Departments (Agriculture / fisheries / animal husbandry etc.,) shall collect samples from the stock within 24 hours of the receipt of materials into the Hubs for testing at the designated Labs. Then, the concerned department shall issue approval / rejection certificate as per the testing protocol.
   a. The samples are deemed to be approved if the certificate from the concerned Department is not issued within 7 days of receipt of the stock into the warehouse.
   b. If the sample does not meet the appropriate standards in quality, the same shall be rejected and the suppliers will take back the stocks at their own cost.
   c. Only pre-tested and certified inputs will be made available for sales through Rythu Bharosa Kendras (RBKs).

7. Farmers shall place the orders with the help of Village Agriculture Assistant/Village Horticulture Assistant/Village Fisheries Assistant/Village Animal Husbandry Assistant etc., through the Rythu Bharosa Kendras (RBK) Kiosks and collect order confirmation receipts detailing the due amount, name, mobile number etc. An SMS will also be sent to the registered mobile number containing the details of the orders.

8. In case of subsidy fertilizers, while placing the order the farmer shall give bio-metric authentication through iFMS system. The authentication will be verified in iFMS system and the order will be confirmed for subsidy fertilizers. The approval for integration for Rythu Bharosa Kendras software with iFMS software from Department of Fertiliser, Government of India is awaited. Untill the approval is received, alternatively the subsidy fertilisres can be supplied to the farmers through Markfed as was done in pilot project home delivery in Nellore district during Rabi 2019-20. In such scenario payment will be settled by AP Agros to AP Markfed as per the terms in Memorandum of Understanding (MOU).

9. The farmer makes the cash payment from the date of order booking onwards through Village Digital Assistant at Grama Sachivalayam.

10. On successful payment, Digital Assistant provides payment receipt to the farmer for the paid amount with mandated details like payment reference number, order number, farmer name & mobile number etc.,

11. The hub in-charge shall confirm the order, validate the payment and generate the invoice which will then be communicated to the Nodal Officer of the concerned department in ***case of bulk order*** and the stock shall be requested to be supplied directly to the Rythu Bharosa Kendras (RBKs). The concerned Department should ensure that the products are pre-tested and certified. The products shall be delivered in the presence of Village Agricultural Assistants/ Village Horticulture Assistant/Village Fisheries Assistant/Village Animal Husbandry Assistant so that all the farmers should get their products as per the order booked.
    a. In case of fertilizers, AP MarkFed will supply directly to RBKs for orders of 10 MTs and above.
    b. In case of seeds, AP Seeds will supply directly to RBKs for orders of 10 MTs and above.
    c. In case of Fish and Cattle Feed, the on-boarded supplier will supply directly to the RBKs as per the order booked.
    d. For the bulk orders, the concerned Department Village Sssistants should ensure the aggregation of orders from multiple farmers so that 10 MT and above orders are encouraged. For fish feed and cattle feed, in the absence of stocks at Hubs, aggregation of orders to 10 MT or more is mandatory.

12. In case of non-bulk orders, the Hub in-charge will consolidate the orders route-wise received from Rythu Bharosa Kendras and entrust the logistic service providers for supply of the products within 48 hours of the order placed.

13. The Logistic Service Providers will validate the receipt of payment at the time of delivery. On validation of the payment, the delivery of the material will be made to the farmer.

14. Village Secretariat system deposits all the collected cash into the designated pool account and will be further transferred to AP Agros Head account.

15. The MIS reports in Rythu Bharosa Kendras and Village Secretariat Application should be tallied and shall be confirmed by the in-charge hub AEO. Accounts reconciliation statement shall be shared at the end of each business day and comparative statement can be issued on fortnight basis for control.

16. Settlement of the firm bills to the suppliers will be done by AP Agros based on stock liquidation at the hubs/ as per the agreement signed between the suppliers and AP Agros.

POONAM MALAKONDAIAH
SPECIAL CHIEF SECRETARY TO GOVERNMENT

SECTION OFFICER

ANNEXURE – II

(to G.O.Rt.No.386 Agri. & Coop. (Agri. II) Dept., dt.21.05.2020)

Guidelines to the Stakeholder Departments for supply of Agriculture inputs to the Farming Community through Rythu Bharosa Kendralu [RBKs] for the year 2020-21.

1. **Agriculture Department:**

i. Estimated stock (Seeds/Fertilizers/Pesticides) required to be prepositioned at the Hubs, based on the demand forecast received from the farmers (Department of Agriculture).
ii. Appoint Nodal Officer at State level as well as at district level.
iii. The Agriculture Department shall collect samples from the stocks within 24 hours of the receipt of the material into the Hubs for testing at the designated labs.
iv. The Department shall issue approval/rejection certificate as per the testing protocol.
   a. The stock is deemed to be approved if the certificate from the concerned Department is not issued within 7 days of receipt of the stock into the warehouse.
   b. If the sample does not meet the appropriate quality standards, the same shall be rejected and the suppliers will take back the stocks at their own cost.
   c. Only pre-tested and certified inputs will be made available for sales through Rythu Bharosa Kendras (RBKs).

2. **AP MARKFED:**

i. AP MARKFED shall supply Fertilizers to Hubs/RBKsbased on the Purchase Orders raised by AP AGROS.
ii. AP Markfed to share the product lists, pricing details of all the materials to be supplied to RBKs with AP AGROS on a timely basis.
iii. AP Markfed shall appoint a Nodal officer at state level as well as district level to coordinate with AEOs of designated Hubs for supply of fertilizers directly to RBKs for orders of 10 MTs and above.
iv. In case of Bulk order delivery to RBKs, AP Markfed to ensure that the stocks being delivered to RBKs are tested and certified by concerned Department.

3. **AP SEEDS:**

i. AP Seeds to supply Seeds to Hubs/RBKs based on the Purchase Orders raised by AP AGROS.
ii. AP Seeds to share the product lists, pricing details of all the materials to be supplied to RBKs with AP AGROS on a timely basis.
iii. AP Seeds shall appoint a Nodal officer at state level as well as district level to coordinate with AEOs of designated Hubs for supply of seeds directly to RBKs for orders of10 MTs and above.
iv. In case of bulk order delivery to RBKs, AP Seeds to ensure that the stocks being delivered to RBKs are tested and certified by concerned Department.

4. **FISHERIES DEPARTMENT:**

i. Fisheries Department to ensure that the onboarded fish/shrimp feed companies supply the stock to Hubs/RBKs/Farmgate based on the Purchase Orders raised by AP AGROS.
ii. Fisheries department to ensure that the product lists, pricing details of all the onboarded companies are shared with AP AGROS on a timely basis.
iii. Fisheries Department shall appoint a Nodal officer at state level as well as district level to coordinate with AEOs of designated Hubs for supply of Fish/Shrimp feed directly to RBKs/Farmgate for orders of 10 MTs and above.

iv. For the bulk orders, the concerned Department Village Fisheries Assistants should ensure the aggregation of orders from multiple farmers so that 10 MT and above orders are encouraged. For fish feed and cattle feed, in the absence of stocks at Hubs, aggregation of orders to 10 MT or more is mandatory.

5. <u>ANIMAL HUSBANDRY DEPARTMENT:</u>

i. Animal Husbandry Department to ensure that the onboarded cattle/Animal feed companies supply the stock to Hubs/RBKs/Farmgate based on the Purchase Orders raised by AP AGROS.
ii. Animal Husbandry department to ensure that the product lists, pricing details of all the onboarded companies are shared with AP AGROS on a timely basis.
iii. Animal Husbandry Department shall appoint a Nodal officer at state level as well as district level to coordinate with AEOs of designated Hubs for supply of Cattle/Animal feed directly to RBKs/Farmgate for orders of 10 MTs and above.
iv. For the bulk orders, the concerned Department Village Animal Husbandry Assistants should ensure the aggregation of orders from multiple farmers so that 10 MT and above orders are encouraged. For cattle/animal feed, in the absence of stocks at Hubs, aggregation of orders to 10 MT or more is mandatory.

6.<u>DEPARTMENT OF PANCHAYAT RAJ/ DEPARTMENT OF GRAM VOLUNTEERS / WARD VOLUNTEERS & VILLAGE SECRETARIATS / WARD SECRETARIATS</u>:

i. The Village Digital Assistant shall deposit the cash collected into the designated pool account and the department to further transfer to AP Agros Bank Account.

7. <u>AP AGROS:</u>

i. AGROS will collect the product lists, pricing details from the respective companies/departments and make sure the visibility of products to the farmers in Digital Kiosk.
ii. On receipt of Stock request from respective Hubs, AP Agros shall place Purchase Orders to the concerned companies for supply of stocks to RBKs/Hubs.
iii. AEOs (Hub In charge) shall intimate the Nodal Officer about arrival of the stocks to the Hub.
iv. In case of non-bulk orders, the AEO (Hub in-charge) will consolidate the orders route-wise received from Rythu Bharosa Kendras and entrust the logistic service providers for supply of the products within 48 hours of the order placed.
v. Settlement of payments to companies/departments will be done by AP Agros based on the stock liquidation at the Hubs/as per the Agreements signed between the companies and AP Agros.
vi. AP Agros shall provide Warehouse and Logistic services to Hub to RBKs.
vii. AP AGROS shall monitor the end to end RBK project operations and address any operational challenges that might occur.

POONAM MALAKONDAIAH
SPECIAL CHIEF SECRETARY TO GOVERNMENT

SECTION OFFICER